

FIG. 1

FIG. 2

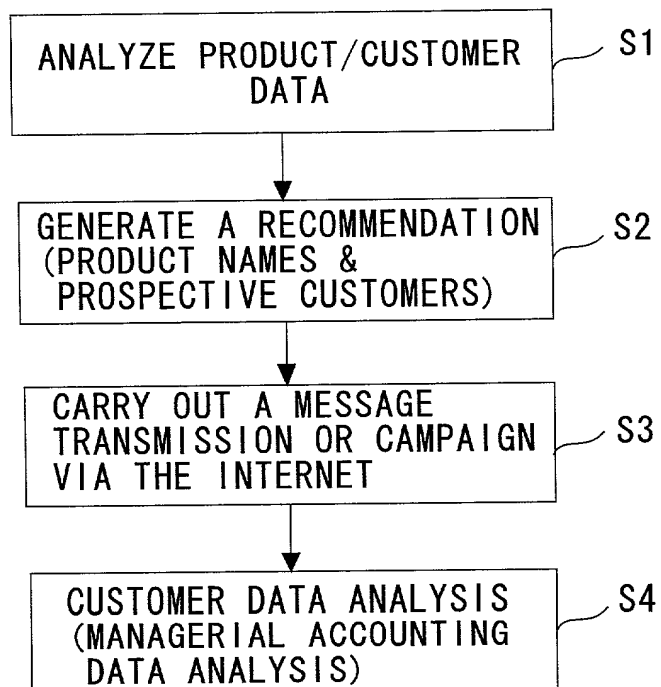


FIG. 3

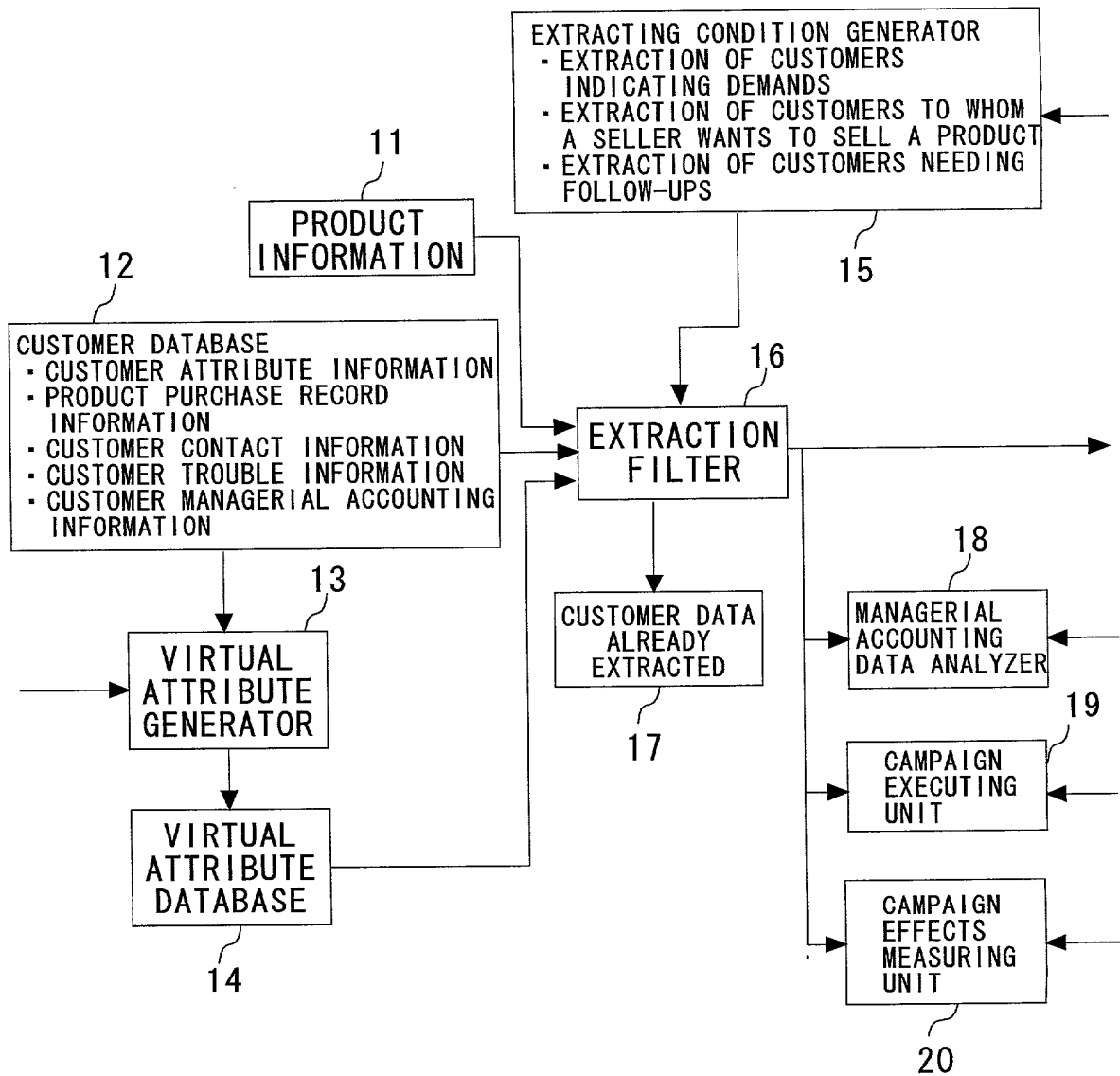


FIG. 4

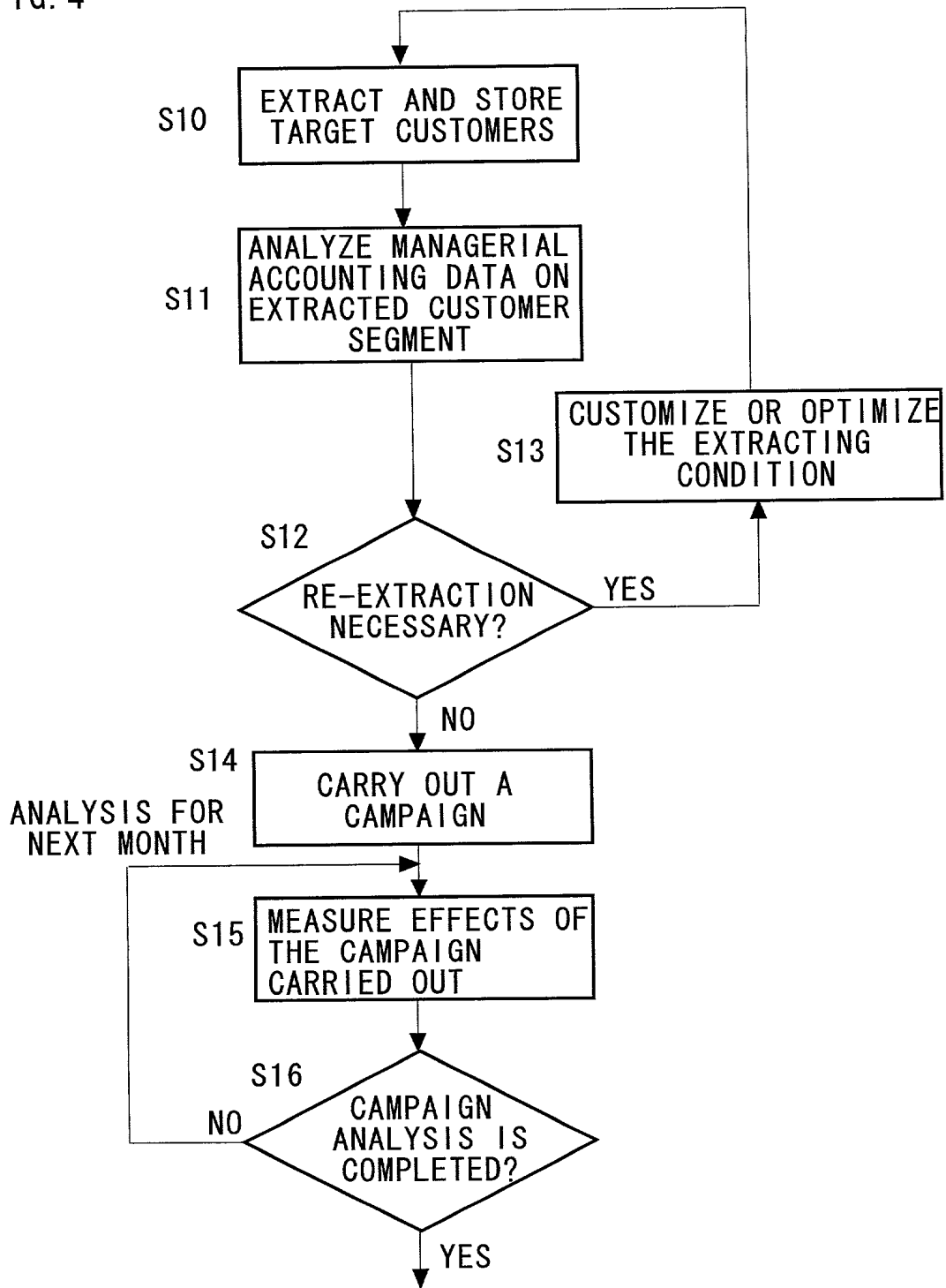


FIG. 5

## CUSTOMER ATTRIBUTE INFORMATION

CUSTOMER ID	001	002	003
NAME	MR. A	MR. B	MR. C
ADDRESS	SHINJUKU -WARD, TOKYO	TOSHIMA -WARD, TOKYO	KAWAGUCHI CITY, SAITAMA-KEN
TELEPHONE NUMBER	03-1234-xxxx	03-1234-yyyy	048-123-zzzz
E-MAIL ADDRESS	A@xx. co. jp	B@yy. co. jp	C@zz. co. jp

FIG. 6

## PRODUCT INFORMATION

PRODUCT ID	A123	P123
PRODUCT NAME	PERSONAL COMPUTER XXXX	PRINTER XXXX
TYPE	DESK-TOP PC	INK-JET PRINTER
PRODUCT GROUP NAME	DESKTOP-PC	INKJET-PRINTER
REPLACEMENT ATTRIBUTE	YES	YES
REPLACEMENT PRODUCT ID	A123	P123, P124
UP-SELL ATTRIBUTE	YES	YES
UP-SELL PRODUCT ID	A223, A323	P300, P301
SIMULTANEOUS-PURCHASE RARE PRODUCT ATTRIBUTE	NONE	YES
SIMULTANEOUS-PURCHASE RARE PRODUCT ID		PL123
BUNDLE ATTRIBUTE	YES	YES
BUNDLE PRODUCT ID	C123 (CDRW) D123 (DVD-RAM) P123 (PRINTER)	P200 (EXCLUSIVE-USE PAPER)
COMPONENT PRODUCT ID	M123 (SRAM MEMORY) D123 (SCSI DISK)	R123 (DEDICATED RIBBON)
UNIT PRICE	¥259,800-	¥198,000-
DURABLE PERIOD	5 YEARS	3 YEARS

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FIG. 7

CUSTOMER CONTACT INFORMATION

CUSTOMER ID	001	002
SALES CHANNEL USED	WEB	CALL CENTER
CONTACT DATE	2000/12/24, 10:31	2000/12/7, 12:01
CONTACT DURATION	162 SECONDS	180 SECONDS
CONTACT CONTENTS	REFERENCE	ESTIMATE
URL OF REFERENCED WEB PAGE	<a href="http://www.abc.co.jp/xxx/">http://www.abc. co.jp/xxx/</a>	

FIG. 8

## CUSTOMER TROUBLE INFORMATION

CUSTOMER ID	001	002
PRODUCT ID	A123	P123
DATE OF OCCURRENCE OF TROUBLE	2000/12/24, 10:31	2000/12/7, 12:01
TROUBLE CLASSIFICATION	FAILURE	PAYMENT
TROUBLE LEVEL	MIDDLE	SERIOUS
TROUBLE DESCRIPTION	PRODUCT CLAIM (INITIAL FAILURE)	OVERBILLING
SETTLEMENT METHOD	SEND A SUBSTITUTE	UNDER DISCUSSION (REFUND SCHEDULED)
TROUBLE STATUS	SETTLED	UNSETTLED
FINAL TAKEN-CARE-OF DATE	2000/12/24	2000/12/25
SETTLEMENT DATE	2000/12/24	—



FIG. 9

## CUSTOMER MANAGERIAL ACCOUNTING INFORMATION

CUSTOMER ID	001	001	001	001	001	001
PRODUCT ID	A123	A123	A123	A123	A123	A123
YEAR/MONTH	2000/1	2000/2	2000/3	2000/4	2000/5	2000/6
SALES	221	201	300	321	219	356
PROFIT	45	40	48	40	38	36
COST	xxx	xxx	xxx	xxx	xxx	xxx

## CUSTOMER PRODUCT-PURCHASE RECORD

CUSTOMER ID	001
PRODUCT ID	A123
DATE OF PURCHASE	2000/4/20
REPEATED NUMBER	0
STATUS	0

FIG. 10

## VIRTUAL ATTRIBUTES

CUSTOMER ID	A
NUMBER OF TRANSACTION YEARS	3 YEARS
AVERAGE COUNT OF TRANSACTIONS PER MONTH	2
MONTHLY COUNT OF ACCESSES	10/MONTH
MONTHLY COUNT OF TROUBLE OCCURRENCES	0.05/MONTH

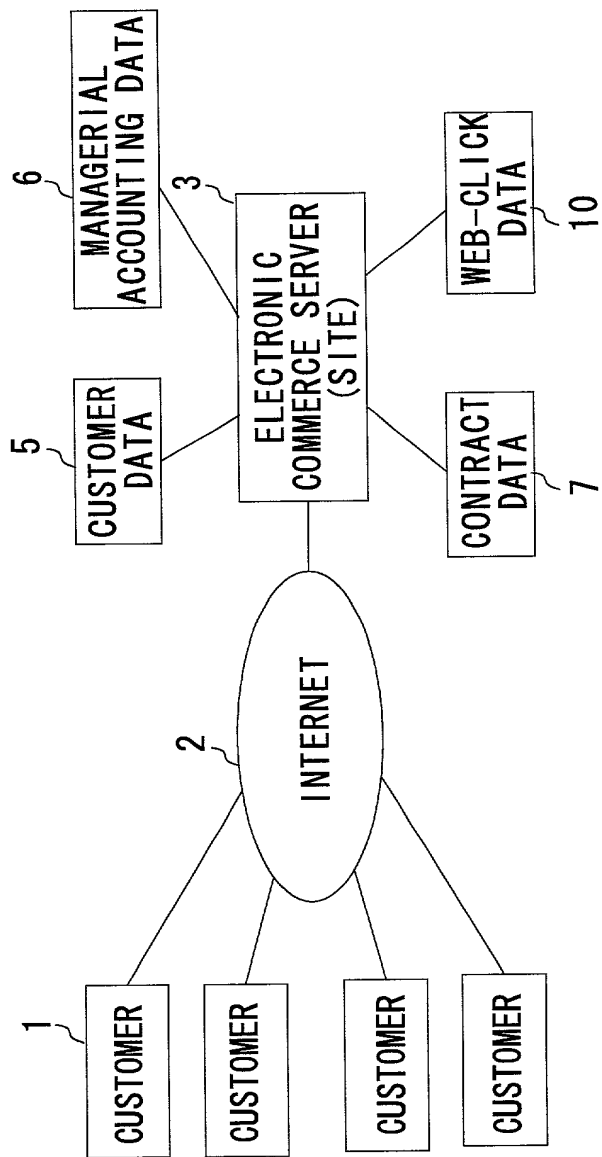
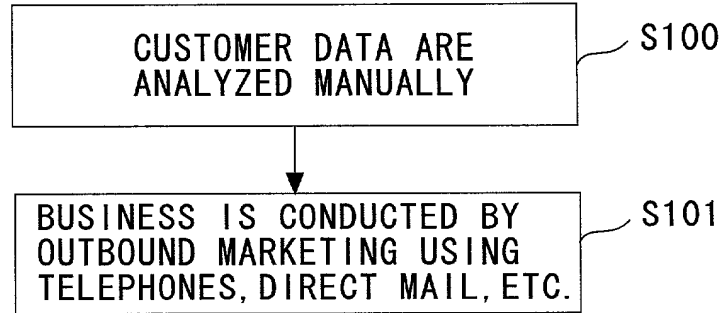


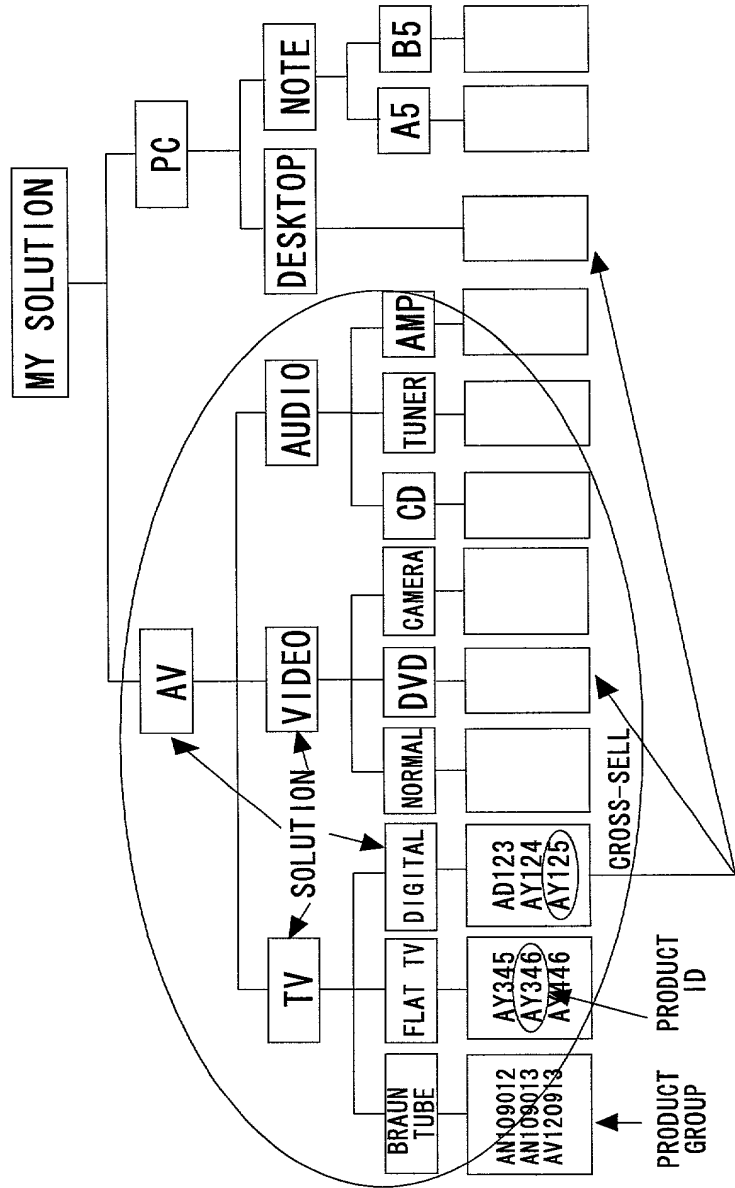
FIG. 11

FIG. 12



# SOLUTION(A SET OF PRODUCTS)

DIFFERS BY THE BUSINESS MODEL  
OF AN ENTERPRISE IN QUESTION



PRODUCT RANGE IS RESTRICTED WHEN RECOMMENDING  
PROSPECTIVE CUSTOMERS FOR CROSS-SELL  
(PRODUCT NAMES, A PAIR OF CUSTOMER NAMES)

FIG. 13

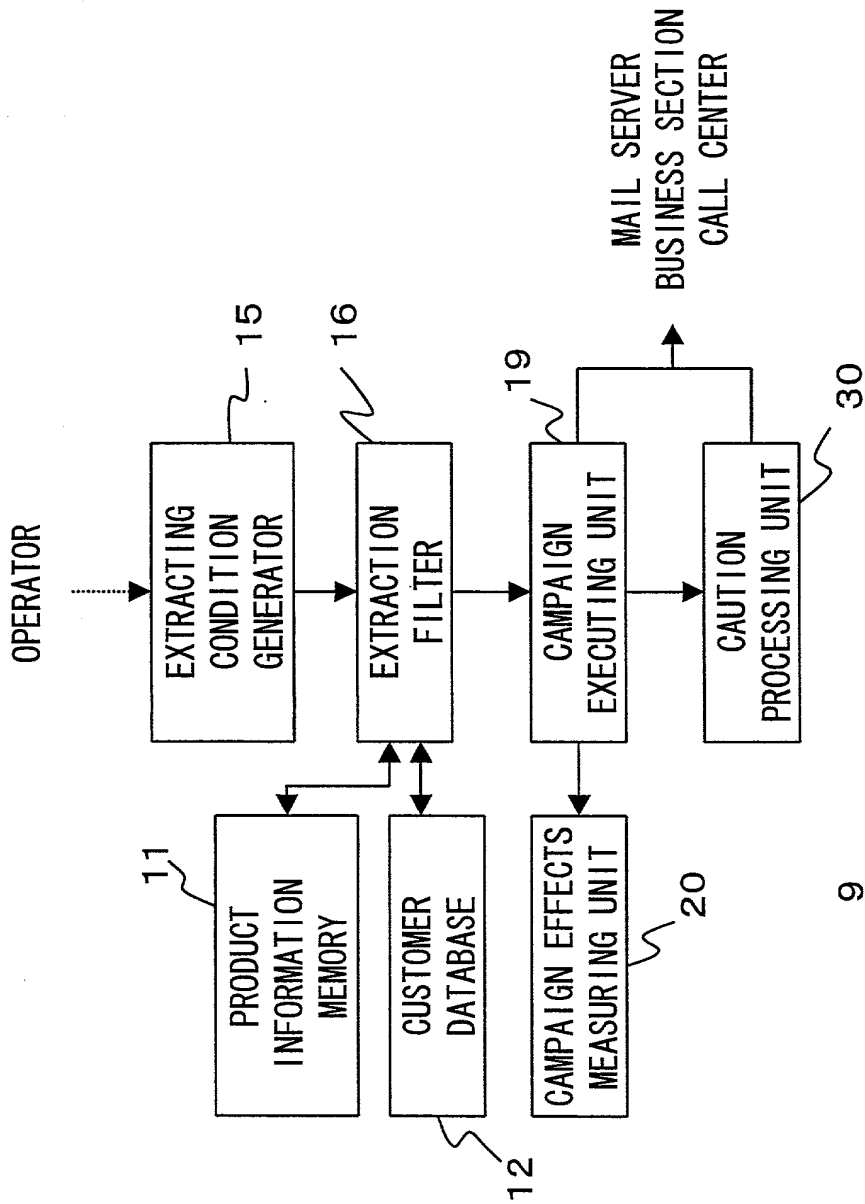


FIG. 14

FIG. 15

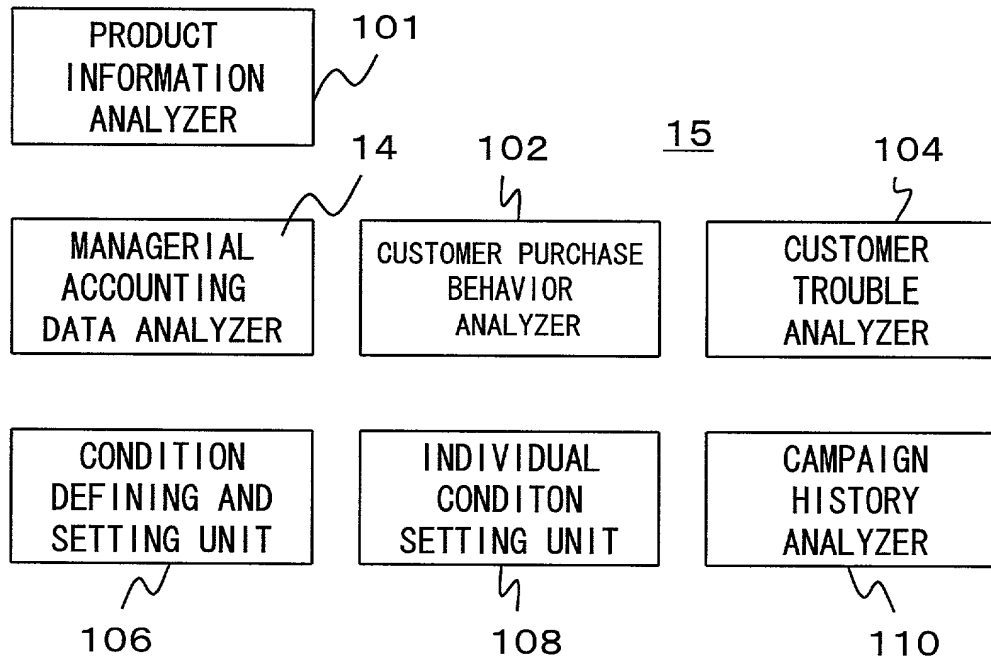


FIG. 16

